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ABSTRACT

This volume provides college and university development officers and administrators practical help with recognizing difficult ethical situations and discerning the correct ethical response. It can also serve as a guide for donors who wonder what's reasonable for them to expect from fund raisers. Section 1 contains chapters on the social and moral foundations for ethical discernment. Section 2 contains chapters on specific areas of concern. After, "Introduction: The Ethical Landscape" by Eric B. Wentworth, the chapter titles and authors are: "Law and Regulation" (Bruce R. Hopkins and Deni Elliott); "The Moral Context of Fund Raising" (Deni Elliott and Bernard Gert); "The Language of Fund Raising" (Allen Buchanan); "Fund Raising as a Profession" (James A. Donahue); "Handling Prospect Research" (Mary Lou Siebert, Deni Elliott, and Marilyn Batt Dunn); "Fund Raising and Friend Raising: Institution-Donor Relationships" (Judith M. Gooch); "Gifts and Donors' Expectations" (Holly Smith and Marilyn Batt Dunn); "Planned Giving" (Frank A. Logan); "Corporations and Foundations" (Judith M. Gooch); "Comprehensive Fund-Raising Campaigns" (Richard F. Seaman and Eric B. Wentworth); and "Employment" (Richard F. Seaman). Appendixes contain sample codes of ethics and statements of principles of the following organizations: the CANARAS group, the Council for the Advancement and Support of Education, the New England Development Researchers Association, the National Committee on Planning Giving, the American Prospect Research Association, the National Society of Fund Raising Executives, and the Council on Foundations. An index, notes, and list of contributors are included. (Contains over 200 references.) (JB)

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